

Abstract

**Method and Device for Information Exchange, As Well As Corresponding  
Computer Program Product and Corresponding Computer-readable Storage  
Medium**

5                   A method for information exchange, comprises the steps of producing  
information transmissions in a broadcast standard; sending the information live from a  
studio; digitizing the sent data and then transmitting the digitized data via satellite as  
IP multicast packets; receiving the data by a TV decoder and feeding them into a data  
and/or communications network; installing software on a data processing equipment,  
10   like PCs or workplace computers, in which the software, after the data processing  
device has been connected to the data and/or communications network, permits  
receiving of information transmissions and use of at least part of the functions  
furnished by the information transmission; dialing via a portal to access an  
information transmission; and using the functions furnished by the information  
15   transmission via communications connections between the data processing equipment  
and studio for an interactive information exchange.